

The coronavirus outbreak is a once-in-a-generation event that has upended operations for food and beverage manufacturers.

The situation is changing daily, and existing forecasts have been rendered obsolete. In our new reality, the central questions leaders in F&B are racing to address are:

- When restaurants will reopen?
- When schools will be back in session?
- When travel restrictions will be lifted?
- When large events will be permitted?

These answers depend on containment success and the easing government restrictions.

The reality of demand planning is that operational plans no longer reflect the situation on the ground and point estimate forecast cannot be relied on....

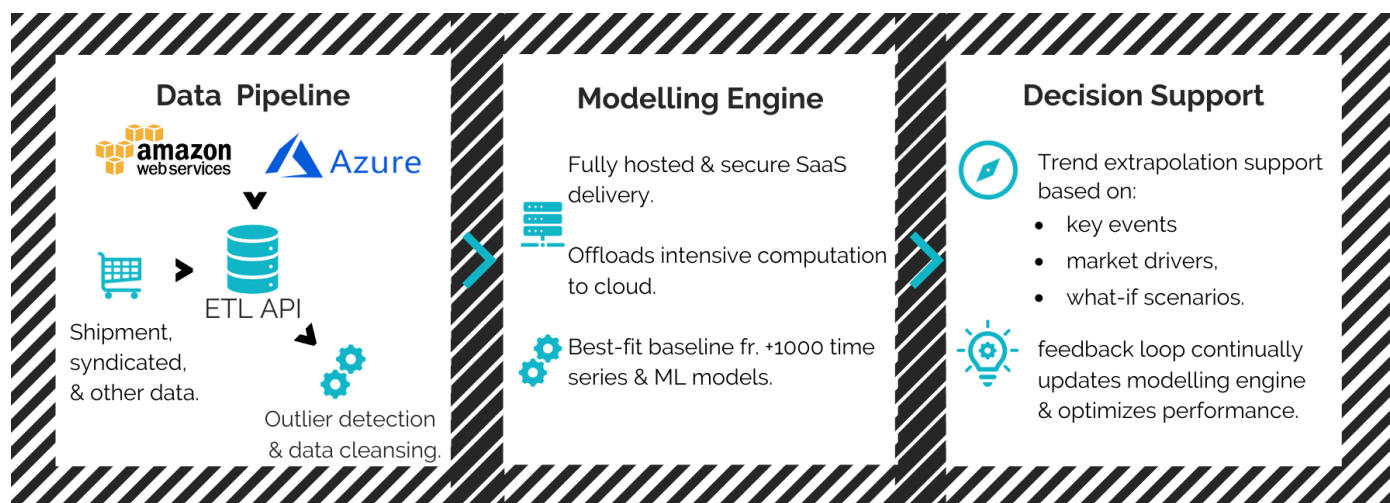
This necessitates the need for better preparation within demand planning and the transition to scenario forecasting.

## QUE THE RECOVERY DASHBOARD

The Recovery Dashboard is a modelling tool developed by Fiddlehead Technology within the Nielsen Connected Partner Network. The tool utilizes trend impact analysis to chart demand recovery scenarios based on economic milestones specific to food and beverage.

Extrapolating demand based on these milestones, coupled with stress testing, allows for robust modelling able to account for multiple future scenarios with varying degrees of impact to your business.

**'A tool designed to align recovery planning through high-frequency data integration into scenario forecasting; providing demand planners with superior preparation to tackle the unknowns.'**



## WHAT RECOVERY DASHBOARD OFFERS

- Trend impact analysis based on external datasets from a variety of sources.
- Scenario building based on categorized assumptions for demand recovery.
- Stress testing to account for future waves of the coronavirus outbreak.
- Monte Carlo simulation to account for permanent client closures.

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